OCT. 24, 1977
SUPPLEMENT TO RETAILING HOME FURNISHINGS P.1

THERE'S ONLY ONE MACHINE IN THE WORLD THAT GRINDS, GRATES, SHREDS, SLICES, CHOPS, AND CUTS ALL THE OTHER MACHINES TO PIECES.

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SUPPLEMENT TO HFD

La Machine Elite Model

LaMACHINE BY MOULINEX.

La Machine is no ordinary food processor. It's a complete Food Preparation System.

A System that consists of three interchangeable, convenient components: The Cutting-Chopping Unit, The Vegetable Chef™, for slicing, shredding, and crushing ice, and The Blendizer™, for pureeing, mixing, and blending.

La Machine is powered by a motor that operates faster than any other machine on the market. Without exception.

So, La Machine chops, cuts, grates, slices, shreds, purees, faster than any other machine on the market. Without exception.

In Europe, Moulinex, the French manufacturer of La Machine, outsells any machine on the market. Without exception.

Now, Moulinex is introducing La Machine in America. There will be an astounding $6 million advertising campaign (full details on back page).

Plus a smart marketing program that assures dealers will

La Machine Deluxe Model

be successful and prosperous, because Moulinex has created a perfect product mix. One that offers each and every consumer, regardless of her sophistication or budget, a machine for her needs. One that offers dealers price points and margins that work.

La Petite Machine

There's La Machine's Elite Model with its exclusive Vegetable Chef™ and Blendizer™. It's being distributed selectively to the trade at price points more competitive than all the other machines. It's an unbeatable value for your customers, and an unbeatable profit-maker for you.

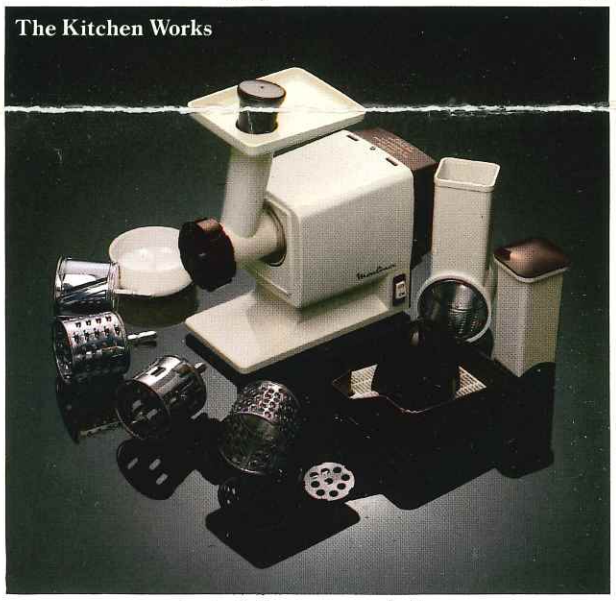
There's La Machine's Deluxe Model. This popularly priced version of La Machine will be available at all levels of distribution.

There's La Petite Machine, with a total marketing thrust aimed at a specific target market: Expectant and new mothers. Its price will give packaged baby foods a real run for the money. Look for it to become the hot, year-round gift idea.

And there's The Kitchen Works, an amazing machine that does just about everything but wash the dishes. At a price that makes it a sure-fire hit as a promotional or mail order item.

And that's just the product mix. Here are a few clinchers: Margins have been set so dealers make money as fast as La Machine operates. Strong support at all levels of trade makes the dealer's job easier. A full 1 year warranty on products that are designed and engineered to practically eliminate the problem of returns. On-time delivery of product when you need it. In-store demonstration programs that are sure-fire selling programs for the retailer. And to tie it all together, a national advertising campaign designed to do what good advertising should…sell product.

In short, Moulinex wants dealers selling product and making


The Kitchen Works

money, not taking aspirins. Moulinex is determined to make La Machine Number 1 in America and wants the trip to the top to be a quick, smooth one.

There may be a lot of machines on the market along with La Machine. But when it comes to food preparation and sales, no other machine is going to cut it.

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LA MACHINE™ by Moulinex

The Incredible Food Preparation System from France.

Moulinex Products, Inc., 400 Cooper Center West, Pennsauken, New Jersey 08109, 609/665-8890

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THIS FALL ON TV: THE 6 MILLION DOLLAR MACHINE.

There may be a lot of spectaculars this fall on television. But none as spectacular as the introduction of La Machine.

Six million dollars in advertising will establish La Machine as a household word.

And a household item.

Because our wide variety of television commercials and ads will show dramatically and convincingly that there is no machine like La Machine.

Moulinex wants you to know they're serious about their support. So here it is again: $6 million in television, newspaper and trade advertising. And that's just in the fourth quarter of this year. Because next year we're going to double our spot TV buys, come in with a heavy network TV schedule, and appear in major national magazines. All of this in addition to our on-going newspaper, trade and other dealer support programs.

The American housewife is looking for a hero. Six million bucks in advertising says she's going to find one and its name is La Machine.

The Housewares industry has never seen an introduction like this. And they're not likely to again.

Until Moulinex introduces its next product.

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